

14-12-2015

Strategic Management
MMS -519
Semester End Examination
2015-16
MBA(2 Years) - III Semester

MM: 50 Marks

Note:

- 1. All questions have to be attempted.**
- 2. Marks will be deducted in case answer exceeds word limit.**

Section – A: [10 Marks]

[Each Answer should not exceed 150 words]

1. Answer the following questions:
 - a. Why has International Firms been so successful? [2 marks]
 - b. What Challenges does an Indian firms in their overseas operations face now?[2 marks]
 - c. Is the competitive threat from other competitors an immediate concern?[1 marks]
 - d. What should be the operational Strategy for new Startups ?[[1marks]
 - e. In recent one decade, Why do you suppose Indian firms has been successful in building a global organization while India's top two domestic producers are only starting now ?[2 marks]
 - f. If you were an Investor, would you choose to invest in Indian Firms or their foreign counterparts, why ?[2 Marks]

Section- B: [20 marks]

[Each answer should not exceed 200 words]

1. List factors determines the National Competitiveness or competitive advantage of a nation. [2+2 Marks]
2. Define the term "Strategy" ? "Japanese companies rarely have strategies", Justify the statement . [2+2 Marks]
3. Define the term "added-value". How Added value is required for sustainable competitive advantage [2+ 2 Marks]
4. Define the term "vision". Define the major components of vision. Does a firm required vision to remain successful . [1+2+1 Marks].
5. " Industry structure normally changes relatively slowly". How Industrial transformation takes place. Illustrate with example [2+2 Marks]

Section- C: [20 marks]

[Each answer should not exceed 250 words and should include corporate case/ example]

6. Value-Chain Approach [5Marks]
7. Role of Strategic Management in Marketing, Finance, HR and Global Competitiveness.[5 Marks]
8. Corporate Restructuring. [5 Marks]
9. Corporate governance and its role in Merger and Acquisition ? [5 Marks]